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(54) LIQUID CRYSTAL DISPLAY DEVICE AND ELECTRONIC EQUIPMENT

(57)Abstract:

PROBLEM TO BE SOLVED: To reduce the power consumption of an entire equipment by constituting a light source of a means for converting electricity to light and chemical light emitting backlight emitting the light by a chemical reaction.

SOLUTION: A liquid crystal is constituted by a liquid crystal layer 106 held by transparent electrodes 105 and correspond to respective one picture element for display. The layer 106 is constituted of a nematic liquid crystal composition twisted at a specified angle. A gap exists between a light diffusing plate 110 and a light transmission plate 112 and the layer 106 is made to constitution where the chemical light emitting backlight 114 is inserted in the gap. Namely, whether cold cathode tubes(CCF) 111a and 111b or the backlight 114 are used as a light source is selected. Since the backlight 114 emits the light by a chemical reaction, the CCFs 111a and 111b are not needed to emit the light and a part where the power consumption is the highest in a liquid crystal display device is reduced.

